

Message Text

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ACTION COME-00

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R 061638Z JAN 78

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 4129

INFO AMCONSUL ANTWERP

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E.O. 11652:N/A

TAGS: BEXP, BE

SUBJ: FIRST QUARTER CCP REPORT FOR FY 78.

1. SUMMARY: DURING QUARTER EMBASSY AND CONSULATE ANTWERP PUT ON THREE USDOC CATALOG SHOWS, ALL OF WHICH FULLY LIVED UP TO EXPECTATIONS. CAMPAIGNS AND ACTIVITIES ARE LARGELY ON SCHEDULE EVEN THOUGH FOUR PROGRAMS SUFFERED TO SOME DEGREE FROM TDY ABSENCE OF ACTION OFFICER DURING NOVEMBER AND DECEMBER.

2. CAMPAIGN 1 - METALWORKING AND FINISHING EQUIPMENT - WITH MOST TIMELY SUPPORT OF MARKET RESEARCH DIVISION USDOC, EMBASSY CONTRACTED FOR THREE ADDITIONAL MARKET BRIEFS RELATING TO METALWORKING AND FINISHING EQUIPMENT. IN ADDITION TO MACHINE TOOL MARKET DATA SHEET SUBMITTED THIS QUARTER BY EMBASSY, CONTRACTOR HAS PREPARED THREE STUDIES ON METAL-FINISHING AND HEAT TREATMENT EQUIPMENT, IN-PLANT MATERIALS HANDLING EQUIPMENT, AND PLANT MAINTENANCE AND PLANT PROTECTION EQUIPMENT. WE ASSUME THAT CAMPAIGN ACTION 3 REQUIRING MONITORING AND EVALUATION OF COUNTRY MARKET SURVEY THIS FIELD IS NOW TO BE ELIMINATED.

3. CAMPAIGN 2 - HEALTH CARE AND MEDICAL EQUIPMENT - HIGHLIGHT OF THIS CAMPAIGN WAS THE SUCCESSFUL HOLDING OF CATALOG SHOW AT SALON INTERNATIONAL MEDICAL ET HOSPITALIER.
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UNDER ACTION 3, TO'S GENERATED AT SHOW EXCEEDED TARGET BY 100 PERCENT.

4. CAMPAIGN 4 - BUILDING EQUIPMENT AND MATERIALS - EFFORTS UNDER THIS CAMPAIGN ARE DIRECTED TO PREPARATION FOR A CATALOG SHOW SCHEDULED FOR BATIBOUW IN FEBRUARY. EMBASSY HELPED ORGANIZE FBP GROUP TO ATTEND CONCRETE AND

AGGREGATES SHOW IN LAS VEGAS IN JANUARY. THIS FBP WAS NOT SCHEDULED UNDER CAMPAIGN BUT SERVED AS SUBSTITUTE UNDER CAMPAIGN ACTION 2. MINI-MARKET SURVEY REFERRED TO UNDER CAMPAIGN ACTION 6 HAS NOT YET BEEN COMPLETED BUT SHOULD BE RELEASED PRIOR TO BATIBOUW SHOW.

5. CAMPAIGN 5 - EIPT - HIGHLIGHT UNDER THIS CAMPAIGN WAS VERY SUCCESSFUL CATALOG SHOW AT INTERELECTRONIC. CAMPAIGN ACTION 2 WAS GREATLY EXCEEDED SINCE CATALOG SHOW GENERATED 71 TO'S INSTEAD OF 20 PREDICTED. EMBASSY AND CONSULATE GENERAL ANTWERP HAVE YET TO RECEIVE FOR REVIEW GLOBAL MARKET SURVEY REFERRED TO UNDER CAMPAIGN ACTION 3.

6. CAMPAIGN 6 - CONSUMER GOODS - HIGHLIGHT OF THIS QUARTER WAS U.S. HOUSEWARES UNIVERSAL SHOWCASE IN OCTOBER 1977. 43 TO'S WERE SUBMITTED AS A RESULT OF THE SHOW EXCEEDING THE 10 PREDICTED UNDER CAMPAIGN ACTION 4. UNDER CAMPAIGN ACTION 3 SARMA HAS NOW INITIATED ITS IN-STORE PROMOTION OF AMERICAN GOODS. THE EMBASSY STUDY ON CONSUMER GOODS MARKET IN BELGIUM HAS NOT YET BEEN UPDATED (CAMPAIGN ACTION 5). HOWEVER, THE MARKET DATA SHEET ON FRANCHISING WAS FINISHED AS REQUIRED.

7. ACTIVITIY 1 - SUPPORT TO STATE OFFICES - UNDER ACTION 3 EMBASSY AND CONSULATE GENERAL ANTWERP ARE NOW PLANNING TWO CONTACT DAYS IN KORTRIJK (MARCH 6) AND CHARLEROI
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(MARCH 7) AND ALL STATE OFFICE AND PORT AUTHORITY REPRESENTATIVES HAVE BEEN INVITED.

8. ACTIVITY 2 - VISIT USA - THIS ACTIVITY HAS RECEIVED VERY LOW PRIORITY IN LIGHT OF TDY FOR THREE MONTHS OF RESPONSIBLE OFFICER. NEVERTHELESS THE EMBASSY BELIEVES THAT ACTIVITIES CAN BE RESUMED ON HIS RETURN LATER IN JANUARY WITHOUT LOSS IN MOMENTUM OF THIS ACTIVITY OVER THE COURSE OF FY 78.

9. ACTIVITY 3 - INVESTMENT PROTECTION AND FACILITATION - THE AMBASSADOR HAS HELD TWO MEETINGS WITH THE AMERICAN BUSINESS COMMUNITY IN WHICH SUBJECTS OF CONSIDERABLE INTEREST TO THE AMERICAN BUSINESS GROUP WERE DISCUSSED. REPORTING ON THIS SUBJECT HAS BEEN DETAILED.

10. ACTIVITY 8 - BUSINESS EQUIPMENT AND SYSTEMS - UNDER ACTION 3 EMBASSY IS UNAWARE OF ANY PREPARATIONS FOR GLOBAL MARKET SURVEY ON THIS SUBJECT. CHAMBERS

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